

UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Rodriguez et al.

Art Unit 2162

Application No.: 09/342,971

Filed: June 29, 1999

For: ADVERTISING EMPLOYING
WATERMARKING

Examiner: D. Lastra

Date: October 8, 2001

CERTIFICATE OF MAILING

I hereby certify that this paper and the documents referred to as being attached or enclosed herewith are being deposited with the United States Postal Service on October 8, 2001 as First Class Mail in an envelope addressed to: ASSISTANT COMMISSIONER FOR PATENTS, WASHINGTON D.C. 20231.

William Y. Cornwell
Attorney for Applicant

RECEIVED
OCT 22 2001
Technology Center 2100

TRANSMITTAL LETTER

TO THE ASSISTANT COMMISSIONER FOR PATENTS
Washington, D.C. 20231

Enclosed is an Amendment and Substitute Specification for the above application. The fee has been calculated as shown below.

CLAIMS AS AMENDED						
For	No. after amendment	No. paid for previously	Present Extra	Rate	Fee	
Total Claims	5	20	= -0-	\$18.00	\$.00
Indep. Claims	4	4	= -0-	\$84.00	\$.00
One-month Extension of Time					\$	110.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					\$	110.00



Applicant petitions for an extension of time for the number of months indicated above. If an additional extension of time is required, please consider this a petition therefore.



Charge \$110.00 (fee for one-month extension of time) and any additional fees which may be required in connection with filing this Amendment and any extension of time, or credit any overpayment, to Deposit Account No. 50-1071.

Date: October 8, 2001

Respectfully submitted,



23735

PATENT TRADEMARK OFFICE

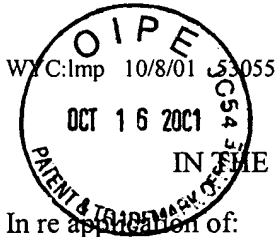
Phone: 503-885-9699

FAX: 503-885-9880

DIGIMARC CORPORATION

By

William Y. Cornwell
Registration No. 31,943



W/C:Imp 10/8/01 53055

PATENT

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10-23-01

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William Y. Conwell
Attorney for Applicant

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AMENDMENT

ASSISTANT COMMISSIONER FOR PATENTS
Washington, D.C. 20231

Sir:

Responsive to the Office Action dated June 6, 2001, please amend the subject application as follows:

In the Specification:

Please replace the specification originally filed with the Substitute Specification submitted herewith.

In the Claims:

1. (Amended) A promotional method comprising:
steganographically encoding a print advertisement to hide plural-bit data therein;
acquiring visible light scan data from the print advertisement and processing [the print advertisement] **same** to extract the plural-bit data therefrom;
using at least a part of the extracted plural-bit data to direct an internet web browser to a web site that provides consumer information related to a product or service promoted by the print advertisement.

2. (Amended) A method of determining consumer response to print advertising, comprising:

steganographically encoding a first print advertisement with first data;
steganographically encoding a second print advertisement with second data;
decoding the first and second data when consumers present the first and second advertisements to [an] **a visible light** optical sensor; and